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ABSTRACT OF THE DISCLOSURE

There is disclosed a server which provides a high quality service taking into account a balance of business processing of a dealer and a desire of a client. More specifically, the server in accordance with the present invention receives specification information specifying specifications of a vehicle and an estimation request, and decides whether to send an estimated price stored in an estimated price database to the client terminal or to inquire an estimated price from a dealer. In addition, the server in accordance with the present invention refers to automatic reply prohibited client data and decides whether or not the client is stored in the data as a client to whom an estimated price should not be automatically returned. Moreover, the server in accordance with the present invention decides whether or not a comment of the client is included in estimation request data from the client. If the client is stored in the automatic reply prohibited client data or a comment is included in the estimation request data, the server sends specification information and client information to the dealer terminal and requests calculation of an individual estimated price.